



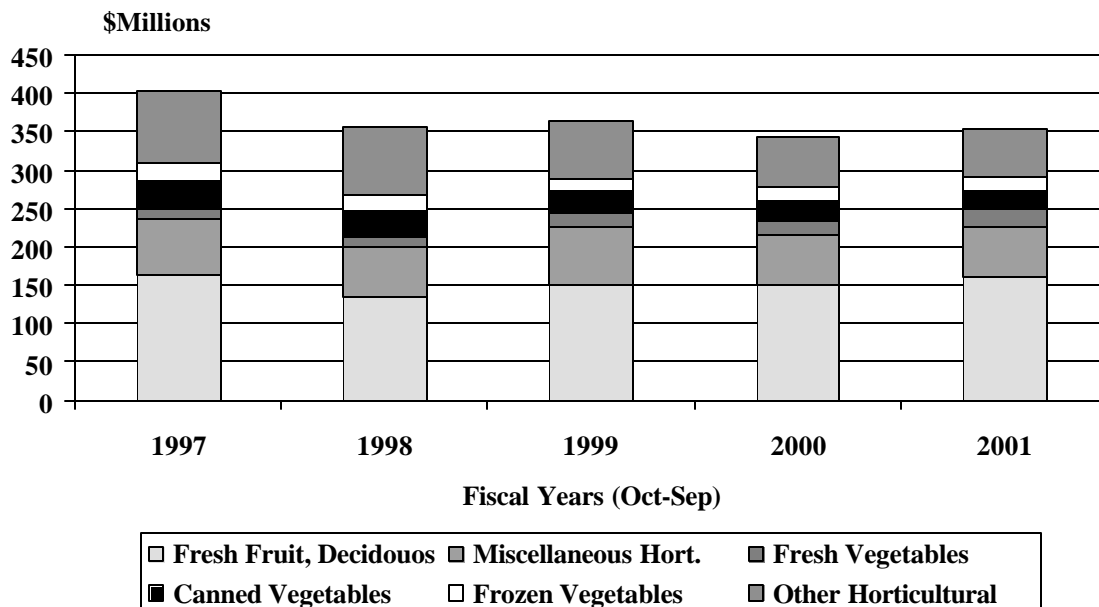
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World Horticultural Trade and U.S. Export Opportunities

Fresh Deciduous Fruit Dominates U.S. Horticultural Exports to Taiwan



As an island, Taiwan is heavily dependent on imports and has been one of the largest markets for U.S. agricultural products since the 1970s. Taiwan is currently the sixth largest market for U.S. horticultural product exports. In fiscal year (FY) 2001, U.S. horticultural shipments to Taiwan were valued at \$355 million, 4 percent above exports in FY 2000. Fresh deciduous fruits, valued at nearly \$160 million, accounted for about 45 percent of total U.S. horticultural sales to Taiwan in FY 2001. The largest players in this category were apples (\$59 million), peaches and nectarines (\$51 million), table grapes (\$22 million), and cherries (\$14 million). Other major horticultural categories shipped to Taiwan in FY 2001 included miscellaneous products, which were valued at \$68 million, accounting for almost 20 percent of total U.S. shipments. The top products in the miscellaneous category were beer and potato chips, with \$18 million worth of exports each. Fresh, canned, and frozen vegetables are also important components of U.S. horticultural exports to Taiwan, totaling \$23 million, \$22 million, and \$19 million, respectively, in FY 2001. Other U.S. horticultural categories going to Taiwan are fresh citrus, tree nuts, juices, dried fruits, and essential oils.

[Check Out the New U.S. Trade Internet System Website. Go to
<http://www.fas.usda.gov/ustrade>]